



BALMORAL
INTERNATIONAL

Our news - may 2021



Which fibre for which use ?

We use a **multitude of fibres** to manufacture our products.

Thanks to the attached document, the different types of fibres will **no longer hold any secrets for you!**

Your sales representatives will be able to **advise their customers** on the fibres used in our brooms, brushes, textiles and sponges!

[Download](#)

A new communication tool: the plastic clip

The plastic clip is an **efficient POS**. Affixed on the rulers and/or on the label holders, the plastic clip attracts the eye and **appeals to the customers**.

A customer is **twice as likely to stop** with a plastic clip than without!

Our plastic clips **highlights our two brands** by underlining their efficiency (sparkling tiles in the background). We opted for a round shape, more **youthful and dynamic!**



Our new billboard in situation in Gabon!

The passers-by cannot miss it with a dimension of 11 X 4 meters in Seaside in Libreville at the most frequented crossroads of the city!

Our new POL'HOP non-woven mop labels

We have developed **new labels for our Pol'Hop wipes**.

They highlight their **eco-friendly** positioning thanks to the **green "recycled fibre"**

pictogram.

It seems essential to us to have products made from **recycled fibres**. We think about our planet!



Shortages of raw materials



As we indicated in our previous newsletter (April), we are facing a **shortage of raw materials** since the end of 2020. **This shortage now affects all our products:** plastic, latex, wood, metal, cotton. It is true that the petrochemical industry in Texas has been hit hard by the severe cold weather that hit at the end of 2020 - beginning of 2021 and damaged many plants. But we are facing a global and long term speculative movement, as are all our colleagues.

Our extremely low margins will not allow us to support these strong increases, in addition to the problem of maritime transport but also the additional costs related to the COVID-19.

We therefore invite you to **maximize your next orders** because a change in tariffs will unfortunately be expected in the second half of 2021. We are working with all our raw materials suppliers, including in the redefinition of our packaging to reduce the impact of these increases but we have to inform you of the problem now.



We have decided to **financially support India** in its fight against the Covid-19 (supply of medical material and especially oxygen, in particular at in the Capital, Delhi, confronted with a humanitarian disaster). This decision follows the **support we had given to Lebanon following the explosion of the Port of Beirut** on August 4, 2020. Even if our help is minimal since we are an SME, we consider that **our role as an entrepreneur is also social and human.**

Next meeting in June to present, among other things, the development of a new market, our human reinforcement in Africa, and the support we provide to an association.

Take care of yourself.



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